



WJLA-TV/DT WASHINGTON, DC

WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

Cross Roads Media  
66 Canal Center Plaza,  
Suite 555  
Alexandria, VA 22314

## Contract # 199031

### Schedule Dates

10/24/12-10/30/12

### Advertiser

American Crossroads (15918)

### Agency/T-Code

Cross Roads Media (1246)/ELECTRONIC

### Product

Political-Political (1088)

### Brand

1257-AC TV 10/24-10/30 (72775)

### Salesperson

Monares, Barbara (1108)

### Sales Office

WJLA - Core Team

### Buyer Name

RAMSEY, NOELLE

### Phone/Fax

/

### CPE

1257-AC TV 10/24-30

### Account Types

Local/Political Issue Agency

### Billing Type

Standard

### Comments

1257-AC TV 10/24-10/30

Date Entered 10/19/12

Last Modified 10/19/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$41,265.00

Net Total \$233,835.00

Sales Tax

## WJLA Arlington (WJLA)

By Broadcast Month

Oct. 2012 65

Nov. 2012 38

Grand Total: 103

Rate

\$171,700.00

\$103,400.00

\$275,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/19/12
2.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/19/12
3.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				1	1	1			3	\$1,800.00	\$5,400.00	WJLA Arlington (WJLA)		10/19/12
4.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/19/12
5.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A				1	1	1			3	\$400.00	\$1,200.00	WJLA Arlington (WJLA)		10/19/12
6.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A		1	1						2	\$400.00	\$800.00	WJLA Arlington (WJLA)		10/19/12
7.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							2		2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/19/12
8.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	9A- LIVE!				2	2	2			6	\$1,400.00	\$8,400.00	WJLA Arlington (WJLA)		10/19/12
9.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	9A- LIVE!		2	2						4	\$1,400.00	\$5,600.00	WJLA Arlington (WJLA)		10/19/12

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RAMSEY, NOELLE

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1257-AC TV 10/24-30

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Local/Political Issue Agency

### Billing Type

Standard

### Comments

1257-AC TV 10/24-10/30

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Grand Total: 103 \$275,100.00

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10.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	10A- RACHAEL RAY				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/19/12
11.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	10A- RACHAEL RAY		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/19/12
12.0	Normal Line / SPOT	10/24/12-10/24/12	3	:30	10:58A- ABC-THE VIEW			1						1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/19/12
13.0	Normal Line / SPOT	10/25/12-10/26/12	3	:30	10:58A- ABC-THE VIEW				1	1	1			2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/19/12
14.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	10:58A- ABC-THE VIEW		1	1						2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/19/12
15.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/19/12
16.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/19/12
17.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/19/12
18.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/19/12
19.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	12:57P- ABC-THE CHEW				1	1	1			3	\$1,200.00	\$3,600.00	WJLA Arlington (WJLA)		10/19/12
20.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	12:57P- ABC-THE CHEW		1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/19/12

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### Sales Office

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21.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	2P-ABC-GENERAL HOSPITAL				1	1	1			3	\$1,800.00	\$5,400.00	WJLA Arlington (WJLA)		10/19/12
22.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	2P-ABC-GENERAL HOSPITAL		1	1						2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/19/12
23.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	12P-NEWS-SATURDAY ABC 7 NEWS @12N							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/19/12
24.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	3:58P- KATIE COURIC			1	1	1	1			3	\$1,800.00	\$5,400.00	WJLA Arlington (WJLA)		10/19/12
25.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	3:58P- KATIE COURIC		1	1						2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/19/12
26.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$1,900.00	\$5,700.00	WJLA Arlington (WJLA)		10/19/12
27.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1						2	\$1,900.00	\$3,800.00	WJLA Arlington (WJLA)		10/19/12
28.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P			1	1	1	1			3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		10/19/12
29.0	Normal Line / SPOT	10/29/12-10/30/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1						2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		10/19/12
30.0	Normal Line / SPOT	10/24/12-10/26/12	2	:30	6:57P- 7P (EST)			1	1	1	1			3	\$8,000.00	\$24,000.00	WJLA Arlington (WJLA)	WORLD NEWS ADJ.	10/19/12
31.0	Normal Line / SPOT	10/29/12-10/30/12	2	:30	6:57P- 7P (EST)		1	1						2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)	WORLD NEWS ADJ.	10/19/12

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1257-AC TV 10/24-30

### Account Types

Local/Political Issue Agency

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### Comments

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Demo

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Package Deal

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32.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/19/12
33.0	Normal Line / SPOT	10/24/12-10/26/12	2	:30	6:58P- WHEEL OF FORTUNE				1	1	1			3	\$7,000.00	\$21,000.00	WJLA Arlington (WJLA)		10/19/12
34.0	Normal Line / SPOT	10/29/12-10/30/12	2	:30	6:58P- WHEEL OF FORTUNE		1	1						2	\$7,000.00	\$14,000.00	WJLA Arlington (WJLA)		10/19/12
35.0	Normal Line / SPOT	10/24/12-10/25/12	2	:30	7:27P- JEOPARDY				1	1				2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/19/12
36.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	7:27P- JEOPARDY						1			1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/19/12
37.0	Normal Line / SPOT	10/29/12-10/30/12	2	:30	7:27P- JEOPARDY		1	1						2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/19/12
38.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/19/12
39.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	7:29P- JEOPARDY WEEKEND							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/19/12
40.0	Normal Line / SPOT	10/24/12-10/26/12	2	:30	20938- NEWS-ABC 7 NEWS @ 11P				1	1	1			3	\$4,000.00	\$12,000.00	WJLA Arlington (WJLA)		10/19/12
41.0	Normal Line / SPOT	10/29/12-10/30/12	2	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1						2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/19/12
42.0	Normal Line / SPOT	10/24/12-10/26/12	2	:30	49886- ABC-ABC NIGHTLINE				1	1	1			3	\$3,000.00	\$9,000.00	WJLA Arlington (WJLA)		10/19/12

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1257-AC TV 10/24-10/30

10/19/12

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Barbara Monares

No

### CO-OP

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### Headline #

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43.0	Normal Line / SPOT	10/29/12-10/30/12	2	:30	49886- ABC-ABC NIGHTLINE	1	1							2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/19/12
44.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/19/12
45.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/19/12

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